EXHIBIT A

FORM OF SIGN-UP AGREEMENT

BASIC IS GREAT IN 1998

{It was the **MERIT** Star of the Game and now it's the **BASIC** Star of the Game, but it is still the same money-making tournament for your bowling center this fall.}

{Please return this card by August 24, 1998 to ensure timely receipt of **BASIC** point of sale materials. *League qualifying starts September 21, 1998*}

☐ Yes, I would like to participate in the 1998 Basic Bowling Program. Please send all tournament information to the following address:

Center:_____

Member #:_____

UPS Shipping Address:_____

_____

City, State, ZIP:_____

_____

Telephone: (___)_____

☐ Yes, I will use all counter cards, brochures and posters provided to me in connection with the Program in accordance with the instructions made known to me by the Bowling Proprietors' Association of America, IMC or Philip Morris Incorporated.

☐ Yes, my center has a bar area.

☐ Yes, my center will sell **BASIC** cigarettes in our bar area.

☐ Yes, I would like to receive promotional and point of sale materials for use in the bar area of my center only and have signed the Agreement Regarding the Use of Promotional Materials attached hereto.

In-House Director: Name: _____ Signature: _____

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